

PRESS RELEASE

(School Owner Instructions: Customize and distribute this press release to your local media. Text within these brackets < > are either directions or text to be customized for your school and community. Duplicate and distribute this press release to the families of your students, local community groups, schools, businesses, and other groups of value. Leave some copies near your front desk, so you may distribute them to visitors and prospects. Your Release should be limited to 1 page (2 at the VERY most), 1.5 spaced, and end with "###" - DELETE This Line and Above.)

FOR IMMEDIATE RELEASE

For more information, please contact:

<YOUR NAME>

<YOUR PHONE NUMBER>

Local Martial Arts School Students Put Their Leadership Lessons into Action with Community Project to Help <BENEFICIARIES OF PROJECT, SUCH AS the Needy, Abandoned Pets, etc.>

<YOUR FULL NAME>, owner of <NAME OF SCHOOL> announces that students in the school's advanced Leadership Program have initiated, planned and will participate in a community project to help <A SHORT PHRASE TO DESCRIBE WHO WILL BENEFIT AND/OR THE GOALS OF YOUR PROJECT>.

"Leadership is one of the most important skill sets our school teaches its students," said <YOUR LAST NAME>. "Leadership lessons that take place in our classroom is only the first step.

Our students' parents and we want students to experience the application of those lessons in their lives, families, academic schools and communities through hands-on, "real-world" projects of various sizes."

"For students at our school, leadership can be experienced at home by doing chores or homework without being asked. You might say that is leadership of the self. Our students also demonstrate their leadership abilities when they help a younger sibling or a school friend with difficult homework assignments, for example. That is one-on-one leadership. We also want our students to experience leadership through community involvement, which is selflessly helping others outside the family or academic school setting," <YOUR LAST NAME> added.

<A PARAGRAPH TO DESCRIBE IN MORE DETAIL YOUR SPECIFIC PROJECT, ITS GOALS, BENEFICIARIES, ETC.>>

According to <YOUR LAST NAME>, every student begins to learn leadership skills during his or her first class. These may be as "simple" as learning to arrive on time, paying attention to the instructor, always focused on making his or her best effort, etc.

“Our school’s Leadership Program is a special opportunity for the students who have graduated from our basic program to learn advanced skills that become the foundation of a successful adult life,” said <YOUR LAST NAME>. “This is where those students, who have made a commitment to continue training, learn the techniques to lead and inspire others, which is why our community involvement project is so important.”

“Technique is not enough, however; we help our Leadership Program students gain even greater confidence and develop strong characters and positive attitudes that position them for the leadership opportunities of the future,” explained <YOUR LAST NAME>. “What may be most rewarding for our instructors and students’ parents is to observe the students, who were once shy or introverted and didn’t appear to be leadership material, suddenly blossom and reveal the inner leader.”

<OPTIONAL PARAGRAPH: A quote from a current parent whose child is a student in your Leadership Program, revealing how the program has changed his or her child.>

<OPTIONAL PARAGRAPH: A quote from someone representing a community organization with whom you are working on your project about the value of your support and the hard work of your students.>

As a member of the National Association of Professional Martial Artists (NAPMA), <YOUR SCHOOL NAME> promotes and strives for the highest standards of age-appropriate curriculum, leadership training, child safety and security, business integrity and professional ethics.

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